



## **Downtown Center Business Improvement District**

### **STRATEGIC PLANNING SESSION AND BUDGET REVIEW**

**October 2, 2013**

#### **Board of Directors**

Adele Yellin, Eric Bender, Sauli Danpour, Kathy Faulk, Robert Hanasab, Steve Hathaway, Matt Nolan (as proxy for Adele Yellin), Peklar Pilavjian, Carol Schatz, Patrick Spillane, Daniel Swartz, Cindy Troesh, Cari Wolk

#### **Absent**

Jim Bonham, Barbara Bundy, Marty Caverly, Robert Cushman, David Damus, Frank Frallicciardi, Paul Rutter, Peggy Moretti, Peter Zen

#### **Staff**

Hal Bastian, Jeff Chodorow, Nina Decker, Randall Ely, Joshua Kreger, Lauren Mitchell, Lena Mulhall, Ken Nakano, Herman Pang

#### **Guests**

Suzanne Holley & Clare De Briere

#### **CALL TO ORDER**

Faulk called the meeting to order at 8:07 a.m. without a Quorum. Faulk asked the attendees to say their name and company representing. Quorum reached at 8:17am.

Schatz introduced and welcomed Suzanne Holley, Chief Operating Officer for DCBID and CCA.

Faulk introduced special guest Captain Michael Oreb from the LAPD.

Captain Oreb discussed the importance of public safety as a tool for economic development. He emphasized the need for improving the overall safety and livability of Downtown's surrounding communities to support Downtown's continued renaissance. He plans on having more officers from the Central Patrol Division stationed in critical areas within Downtown. In addition, Captain Oreb stated that he would have LAPD officers at homeowner association meetings to let the community know that the LAPD is listening to and addressing their concerns.

Lastly, Captain Oreb discussed the issue of homelessness and how it continues to be a serious problem for the City of Los Angeles. Recognizing the severity of the issue, he added that he would have the Central Patrol Division work more closely with county and city agencies and departments to better coordinate Los Angeles' efforts, as it relates to Downtown's homeless epidemic.

Faulk introduced new DCBID Board of Director candidate Clare De Briere from The Ratkovich Company, representing the Central West area of Downtown and asked for a nomination to vote in Clare. A motion was raised by Swartz, Danpour seconded and motion was approved.

**PROPERTY OWNER OR PUBLIC COMMENT:** An inquiry on the status on 7<sup>th</sup> Street Bike Lanes was made. Schatz advised that she hasn't received any recent updates.

#### **APPROVAL OF MINUTES**

Approval of minutes from August 14, 2013. A motion was made by Swartz to approve the minutes, Wolk seconded and motion was approved.

## **FINANCE**

Carol presented the proposed 2014 Budget to the Board. A motion to approve the Budget as proposed was raised by Swartz, Wolk seconded and motion was unanimously approved.

## **PRESIDENT'S REPORT**

Carol Reported:

Carol advised the Board that she has been working on the Coalition of California BID Assessment and has been working on legislation to help define "general vs. special" benefit issue because each case that has come down has made it more difficult for the BID to do its job. In order to stay on top of the legislation, the BIDs will need to hire a lobbyist to assist in Sacramento with the fight on the BID issue. DCBID's share of the assessment will be \$8,475 and Carol asked the Board to approve the cost. Swartz suggested \$12K authorization be approved. Swartz made a motion to authorize \$12K to cover cost of lobbyist. Danpour seconded and motion was approved. This cost will come out of 2013 Budget – Professional Services.

Carol also reported on the Regional Connector and advised that a representative would like to attend DCBID Board meetings to provide updates.

## **OPERATIONS**

Nakano reported on the 2014 goals for the Operations Department:

- Increase staffing in Safety and Maintenance
- Identify and implement a beautification plan for high travel areas
- Increase visibility in lower traffic areas where patrols (Safety & Maintenance) are not often seen
- Continue to improve the BID's relationships with City departments to ensure good relationships and maximum services for our property owners
- Continue to grow relationships with Homeless Services organizations to be able to offer services through the BID A.C.T.I.O.N. team
- Continue to explore and identify new training topics for all departments to ensure that they are always aware and equipped to handle situations that they may encounter in the field

## **MARKETING**

Mitchell reported on the 2014 goals for the Marketing Department:

- Drive traffic to Downtown Center businesses and events
- Increase the frequency of positive messages about Downtown LA in the marketplace through consistent advertising and media coverage
- Populate DowntownLA.com with compelling dynamic content including itineraries, guides, photography and videos
- Strengthen our relationships with key influencers, community leaders, and office and residential building managers
- Support Economic Development's initiatives including creative traditional office space recruitment, spurring investment, and driving the demand for the residential units under construction

## **ECONOMIC DEVELOPMENT**

Bastian reported on the 2014 goals for the Economic Development Department:

- Work with the commercial brokerage community and owner representatives to facilitate the recruitment of more traditional and creative/tech office space users
- Work with multi-family residential owners, developers and brokers to facilitate recruitment of more residents
- Recruit local, regional and national retail tenants, especially to 7<sup>th</sup> Street and Broadway

- Delicately discourage restaurateurs who are interested in opening in a saturated category
- Respond to all inquiries promptly with the most accurate information available
- Continue being THE one-stop-shop for anyone interested in doing business or living in Downtown Los Angeles
- Create new original research, including retail and restaurant sales comp figures
- Execute January 9, 2014 Conference and Tour
- Start planning for possible 2015 Asia Investor Recruitment Tour

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**ADJOURNMENT:** The next meeting is scheduled for November 6, 2013. The meeting was adjourned.